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TOWNSEND and TOWNSEND and CREW LLP

By: /Nicole A. Berry/

PATENT
Attorney Docket No.: 026014-002300US
Client Ref. No.: REG00559 2003 PT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Nathan Blake Scholl et al.

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
GENERATING AND PLACING
KEYWORD-TARGETED
ADVERTISEMENTS

Customer No.: 20350

Confirmation No. 2699

Examiner: Yehdega Retta

Technology Center/Art Unit: 3622

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed February 19, 2010, please enter the
following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 10 of this paper.